

Sean McSherry

Art Director

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seanmcsherry.com

646-943-2946

Experience

Deutsch
Art Director

Jul 2024 - Present

- › Developed and executed creative concepts and messaging across channels and touchpoints in the marketing funnel.
- › Directed a team of designers in creating a visual framework for the Walmart Business and Walmart+ brand campaigns.
- › Collaborated with directors, photographers, designers, production, and account management teams to ensure client satisfaction and successful campaign execution under tight timelines.

Wakefern
Art Director

Jan 2023 - Jul 2024

- › Concepted and created campaigns across media channels for Wakefern's brands including ShopRite, PriceRite, The Fresh Grocer, Fairway Market, and Bowl & Basket.
- › Worked with external production partners to produce polished campaign materials and deliverables.
- › Led creative campaign concepting and delivery for brand partnership with Rutgers University Athletics Department.

Doner
Art Director

Oct 2022 - Dec 2022

- › Provided crucial support in conceptualizing and designing campaign materials for Tishman Speyer.
- › Developed and executed digital marketing assets: brochures, slide decks, and newsletters, enhancing brand visibility and engagement.

Leo Burnett
Art Direction Intern

Jun 2021 - Aug 2021

- › Collaborated with copywriter intern to concept and design campaign materials for clients Wingstop, Firestone, and Basil Hayden's.

Spil Creative Inc.
Designer/Art Director

Oct 2019 - Dec 2020

- › Concepted, designed, and executed campaign deliverables across a range of media for clients Plymouth Gin and Goslings Rum.

Education

VCU Brandcenter
MS Business
2022

**CUNY New York City
College Of Technology**
BFA Graphic Design
Magna Cum Laude
2019

Expertise

Adobe Creative Suite,
Figma, Final Cut Pro,
Keynote, Google Slides,
PowerPoint, Capcut
Campaign Development,
Copywriting
Branding & Identity,
Brand Strategy,
Print Production,
Video Production,
Product Photography,
Generative AI Visuals,
Retouching, Web Design

Recognition

**NGA Creative
Choice Awards**
Winner, 2025

**NGA Creative
Choice Awards**
Honorable Mention, 2024

**The One Show
Young Ones**
Shortlist, 2022

**CUNY Conceptual
Creative Award**
Winner, 2019